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Russia Has Fastest Growing Internet Population in Europe

European Internet Audience Soars to More than 240 Million Visitors in June

Regional Online Penetration Highest in the Netherlands and Nordic Countries

LONDON, U.K., August 27, 2008 –comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released the results of a study of the online behavior of European Internet audiences based on data from the comScore World Metrix audience measurement service, showing Russia as the fastest-growing Internet population on the continent.

Fastest Growing Internet Audiences in Europe

The total number of European Internet users grew 8 percent during the past year to 241.8 million visitors in June 2008. Russia ranked as the fastest-growing Internet audience in Europe, up 27 percent to 17.5 million visitors, followed by France (up 21 percent to 31.5 million visitors), Spain (up 15 percent to 16.2 million visitors), and Ireland (up 15 percent to 1.6 million visitors).

Growth of European internet Audiences Ranked by Year on Year Growth Rate* Total Unique Visitors (000)** Age 15+ Home & Work locations June 2008 vs. June 2007 Source: comScore World Metrix			
Country	Jun-2007	Jun-2008	% Change
Europe	223,922	241,847	8%
Russian Federation	13,791	17,490	27%
France	26,106	31,463	21%
Spain	14,074	16,245	15%
Ireland	1,400	1,606	15%
Switzerland	3,743	4,183	12%
Denmark	3,109	3,437	11%
United Kingdom	31,669	34,860	10%
Belgium	4,807	5,237	9%
Italy	17,905	19,455	9%
Sweden	5,351	5,766	8%
Austria	3,767	4,056	8%
Norway	2,654	2,835	7%
Germany	32,857	34,986	6%
Finland	2,848	3,015	6%
Netherlands	11,287	11,227	-1%
Portugal	N/A	3,618	N/A

*Rankings based on the 16 individually reportable European countries in comScore World Metrix. European Internet audience figures are comprehensive and include visitation from countries that are not individually reportable.

**Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

Internet Penetration by Country

Internet adoption was highest in the Netherlands, where 82 percent of the country's total population age 15 and older went online in June. Adoption rates were also high in the Nordic countries, with Denmark (77 percent), Sweden (76 percent), Norway (76 percent) and Finland (69 percent) rounding out the top five.

U.K. Internet users spent the greatest amount of time online, averaging 28.5 hours per user per month, while German Internet users recorded the most page views, averaging 2,906 pages per visitor. Although Russia had the fastest-growing audience in Europe, it ranked near the bottom in terms of penetration and page views.

European Internet Usage Overview Ranked by Penetration of Total Country Population Age 15+* Total Unique Visitors (000)** Age 15+ Home & Work locations June 2008 vs. June 2007
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Source: comScore World Metrix			
Country	Penetration of Total Country population, Age 15+ Online (%)***	Average Hours per Visitor	Average Pages per Visitor
<i>Europe</i>	39%	23.3	2,665
Netherlands	82%	23.4	2,884
Denmark	77%	16.8	2,406
Sweden	76%	21.7	2,901
Norway	76%	19.9	2,480
Finland	69%	20.0	2,644
Switzerland	66%	19.0	2,176
United Kingdom	65%	28.5	2,836
France	61%	23.3	2,544
Belgium	60%	19.9	2,343
Austria	58%	16.0	2,078
Ireland	49%	14.6	1,536
Germany	49%	23.2	2,906
Spain	47%	25.1	2,218
Portugal	41%	19.8	2,393
Italy	39%	18.8	1,971
Russian Federation	14%	16.0	2,091

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****Geographic population breakdowns supplied by U.S. Census Bureau, 2007.*